

ROTHERS

SIXTH AVENUE AND 23D ST.

MERCHANDISE LOWER IN PRICE THAN IN 50 YEARS. FOUR NEW ELEVATORS!

MORE THAN 8,000 CASES OF HIGH-CLASS DRY GOODS, CLOAKS, UPHOLSTERY, SILKS, UNDERWEAR, LACES, CHINA, HOUSEKEEPING GOODS, LINENS, ETC. FOUR NEW ELEVATORS! SIX NEW BUILDINGS CROWDED FROM BASEMENT TO ROOF. In consequence of the crowds attending this Creat Sale to-day we were forced to close our front doors at times, and urge the use of the exits on 22d and 23d Sts. We direct the special attention of our

patrons to the new exits on these side streets.

XACTLY ONE YEAR AGO we inaugurated the greatest sale of Dry Goods that ever took place in this country. Thousands came from far and near to attend it, and the one universal verdict was that such crowds and such prices had never been seen in one commercial establishment before. From the expiration of that sale until the present time, owing to the strong commercial depression, many firms have gone under. Again and again have bankrupt stocks been brought to our attention, but we have never favored buying them, as in many cases they represent old styles, shop-worn goods, poor selections, &c. "All things come to him who waits." At last our opportunity came, and in the purchase of the enormous and magnificent stock of

ZEIMER & CO.,

formerly of Fifteenth Street and Sixth Avenue, we are in a position not only to offer the greatest bargains of many months, but a splendidly desirable SIXTH AVENUE STOCK, suited exactly to the wants of the best class of New York City trade.

price 98c., OUR PRICE, per 690

10-4 EXTRA HEAVY WHITE; N. Y. 750 pr.ce 1.10. OUR PRICE, per pair 750

N Y. price 85c.; OUR PRICE. 330

for Uphal tery, Drapery and facey work, N Y. price \$1.25; OUR 690

DRESS GOODS.

(COLORED.)

500 pieces CLIFFORD MIXTURE, in two-

fabric for Fail, in all the new colorings,

in two and three-toned effects: 390

BLACK GOODS.

500 pieces of tine imported ROUGH CHEV.

BHOADCLOTHS and CLAY DIAGONALS.

PRICE

yds, SARAGOSSA MIXTURE, a



Sale to Suit All Purses.

Everything possible will be done to accommodate the vast crowds which will attend. Extra entrances and exits provided on 6th ave., 22d and 23d sts. This will be an opportunity, when economy is uppermost in everybody's mind, to buy your whole season's supply of Dry Goods at the lowest prices for many years.

A rare opportunity to make your entire Fall purchases, and presenting to hotels, steamships and wholesale buyers generally an exceptional chance to obtain their supplies at an enormous saving.

THE MOST FABULOUSLY LOW PRICES 11-4 WHITE BLANKETS; N. J. 980 EVER HEARD OF IN AMERICA. Lot 1-VELOUR JACQUARDS, beautiful M. Y. price 65c. yard; OUR 1220 Lot 2-Evening Shades, Fancy Fine Cord PRICE 5,00, OUR PRICE, each. 3.39

PRENCH BENGALINE. a large variety of designe, equa in wear to an Irish poplin. coat to import 80c. yard. N. Y. price 79c, yard; OUR PRICE 37C Lot 3-SHANTONG SILKS, natural color,

LOT 4-BROS DE LOUDRES FACCONE, IN Extra Heavy Twill COMFORTERS: 1.49 a large variety of patterns and a mag nificent assortment of colorings; N. Y

price 79c., OUR PRICE ONLY. 390

Lot 7-Very rich NOVELTY SILKS, heavy evalities, desirable Fall colors, cost to import from 1.25 to 2.25. N. Y FINE SILK PLUSHES, full 24 inches wide,

OUR PRICE ONLT. yd. 590 & 690 Lot 8-BENGALINE SILKS, good assort-

ment styles and colorings. N. Y. PRICE 290 Lot 9-ILLUMINATED SULTANA SILKS exquisite floral designs, adapted for house, evening and stage wear, cost to import 1.00 yd. N.Y. price 1.25; 580

Let 10-Colored GROS GRAIN, TAFFE A and evening shades of SATIN DU-CHESSE, Gros Grains in splendiu street shades, never before offered in America at such a ridiculous price. N. Y. 490 Lot 11-Evening shades of LYONS CREPE

to import 50c. yard. N. Y. price 370 BLACK SILKS.

Let 1-BLACK MOIRE ANTIQUE. very de eirable quality. clear bright l'istre M. Y. price. 75c., OUR PRICE 39

Lot 2-BLACK GROS GRAIN SILKS, pure Silk and warranted not to slip, positively worth \$1 a yard: N. Y. 670 price \$1. OUR PRICE ONLY..... Let 3-ALL- ILK ! ATIN DUCHESSE and HADAMES. N. Y. price 90c. 590 Lot 4-BLACK TAFFETA SILK. excellent quality, all pure silk : N.Y. price 590 Lot 5 Black ARMURE SILK, the greatest bargain ever offered, N. Y. price 98c. yard, OUR PRICE ONLY 490

RIBBONS.

10,000 pieces of 1 and 2 1-2 inches SATIN and GROS GRAIN RIBBON in the

Lot 1.—1 inch wide, N. Y. price 10c. 5C

The same as above. 2 1-2 inches 10C

Wide, N. Y. price 18c., OUR PRICE

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White VICTORIA LAWN. N. Y. price 10c. 5C

Genuine Alligator, Call and Seal Combines shapes, silk ribbon binding in all the different shades; N. Y. price 121c.; OUR PRICE

White Check MAINSOOK. N. Y price 1.38; 98C

BLANKETS and QUILTS WRAPPERS.

TEA GOWNS and 10-4 WHITE FLEECE; N. Y. price. 590

10-4 TAN AND GRAY BLANKETS, N. Y. SPENCER HOUSE DRESSES, in light and dark colors, with large sleeves and full skirts; WRAPPERS of best SIMPSON'S MOURNING CAMBRIC, American Indigo bl e and lancy colorings, all warranted last colors, with large sleeves, Watteau back and full skirt with deep hem; N. Y. PRICE from 98c. to \$1.25, OUR 480

SILKOLINE COMFORTERS; N. Y. 980 WRAPPERS, in the new Fall patterns, of WHITE HONEYCOMB SPREADS; 490 heavy Cambrics, made with deep ruffle large sleeves, full Watteau back loose beited front, colors, black (suitable for mournings) blue, red, silver gray and fancy colorings on dark grounds, also, very fine DIMITT AND IRISH LAWN GOWNS, of the daintiest patterns, trimmed with lace; also SCOTCH AND DOMESTIC GINGHAMS of the best

OUTING FLANNEL WRAPPERS, with soft wool effects. in colorings, beautiful patterns in light, medium and dark grounds, made with very large leg-o-mutton sleeves, deep ruffle, three-pointed collar, Walteau back and loose belted front, ported Cheviots, Serges and plain cloths; price \$1.98, OUR PRICE 980

TEA GOWNS, of half wool challie, in very pretty patterns, trimmed with rows of lace, insertion crossing a full Fedor front, large sleeves, Watteau back and pointed belt, trimmed with insertion also Cashmere TEA GOWNS, in al shades, made prettily. W. T. prices shades, made prettily. W. T. prices from 3.50 to 5.25; OUR 1.98

LACES. splendid material for travelling pur-poses, in fifty different color- TOPS. VENETIANS. PT. DE GENE in ings; NY. price 49c., OUR PRICE 150 white, black and ecry; N. Y. price 40c. to 50c yd ; OUR PRICE... 2 5.000 yds. SCOTCH MIXTURE, a very nice illuminated material in all the new Fall BOURDON, CHANTILLY, GRIENTALS, NET PRICE 250 TOP, VENETIAN, PT. DE GENE, in white, black and ecru, N. Y. prices 250 toned effects, a splendid material for CHANTILLY LICES and FLOUNCES.40 and outing purposes; N. Y. price 290 48 Inches Wide, N. Y. prices 480 300 pieces BENGUELA CLOTH. a beautiful Real POINT ARAB CULLARS. Van Dyke ef OUR PRICE. 280

FLOWERS.

Fine ROSE MONTURES, in clusters of three in all the newest shades, N. Y. 190 price 69c., OUR PRICE Sprays of Choice Flowers, N. Y 290 price 98c., OUH 55C A lot of ODD FLOWERS in various styles to close. N. Y. price 25c . GUR 90 IOTS, JACQUARD SUITINGS, W DE WALE SERGE, CROCHET CLOTHS.

GLOVES.

N. Y. price \$1.25, OUR 79 Ladies' 4-Button Real KID SUEDE, all col ors. guaranterd perfect fitting. 490 3-4 White Shaker FLANNEL; N. Y. 330 Ladies' 4-Sutton Real KID GLACE, lancy N. Y. price \$1.75; OUR 690 most desirable colors, to be used for fancy one yd Wide Shaker FLANNEL; N. Y. IS Ladies 7-Hook, finest quality of FRENCH KID. all colors guaranteed, N. 1. 790 price \$1.50; OUR PRICE

LADIES' SUITS.

650 LADIES' SUITS in best wool Serges, plain, dotted and striped, fine Cheviots and Ladies' Cloth, new cut skirts, In variety of latest Fall styles—black, grav, brown and new blue. 350 LADIES' JACKETS in all the new materials, plain or fur and braid trimmed; New 4.75 York price, 8.50; our price... 550 LADIES' SUITS in ten of the latest

coat and waist effects, suitable for Fall use, in Novelly Cloths, Mottled Cheviots, Storm Serges and Shepherd Plaids, trimmings of fancy braids and Moire Antique Silks, and

300 long MILITARY DOUBLE CAPES in newest Fall design, with applique trim-ming and nobby rolling collars; 450 JACKETS, in Fall and Winter weight, in best quality English Beaver, Clay Diag-onal and Arabesque cloths, in number of styles; N. Y. price \$13.75. 6.98 2,000 SUITS in best Linen Duck. Sail-

s7.50, OUR SALE PRICE... 1.95

Costumes and Jackets,

WINTER GARMENTS, including Tailor-Made and fancy waist Costumes of Im-ported Cheviots, Sorges and plain cloths; ETS. in short, medium and long lengths, black and colored, in variety rich cloths plain and fur trimmed; and large assort-ment of LADIES: CAPES in best English plush, fur trimmed and tine Kersey and Cheviots, some lined in silk: N. T. PRICE 10.98

CAPES AND JACKETS.

550 LADIES' BLACK CHEVIOT REEFER JACKETS, with roiling collars and full JACKETS. With rolling 3.98; 1.89

375 stylish Double Circular CAPES of tine wool, beaver and cheviot, upper cape, and high col ar edged in seal or rows of nar-row braid: 400 black and brown Camel's Hair and Beaver JACKETS, trimmed in braid and fur. large sleeves and new style collar; also Black Cheviot COATS. with full showl collar of Canada see New York price. 5.50; our 2.98 WHITE AND

LADIES' SKIRTS.

Ladies' Cloth SKIRTS, trimmed with two ruffies, embroided with colored silk, all

ASK; N Y. price 38c., OUR PRICE 23 All-linen Brown TWILL CRESH; N. 63C 58-inch Turkey Red TABLE DAMASK; Y. price 29c., OUR 19C PRICE .. 65-inch Bleached IRISH DAMASK: 330 Extra large HUCK TOWELS, 22x46; 210 Bleached Honeycomb TOWELS; N. BC 24-inch All-linen Check Glass; N. 121 Open-work DAMASK TOWELS; N. 19 Hemmed Huck All Linen; N. Y. price 100 German Fringed DOTLIES; N. Y. 50 price 10c., OUR PRICE. Fringed Glass TOWEL; N. Y. price &C 7c., OUR PRICE.....

Pure linen, plain Hemstitched, or Scalloped use; N Y. price 25c., OUR 110 Japanese Silk, plain Hemstitched, or with any initial desired, or Scallored and Em-broidered, for Men's or Ladies' use; N. Y. price 75c., OUR PRICE Incia Sitk HOKFS or MUFFLERS for Men's st. DO, OUR PRICE...... 38G

DOMESTIC GOODS. extra sizes and all lengths. 980 READY-MADE SHEETS, 63x90. N. 7. price 1.48, OUR PRICE. 980 ,000 yds. 46-inch ENGLISH WATER-PROOF WORSTED SERGE, a splendid material for Fall and Winter wear; Discharge of Chaice Flowers, N. Y. 200 Sugars of Chaice Flowers, N. Y. 200 price 5.98, OUR PRICE . 4.00 READY-MADE SHEETS.81x90. N. 390 LADIES' UNDERSKIRTS READY-MADE PILLOW CASES, 45x TC Grain Leather Combination and Pocket-books Extra Size Imported Colored Col 9c. MUSLIN LONSDALE MILLS for Bio Purses with Enamelled Initials. 500 dozen Ladies' Wool UNDERSKIRTS, in One-yd. Wide BLEACHED MUSLIN. 430 Marioco Furses, with Sterling Silver N.Y. price 7c.; OUR PRICE...... 430 Initials, N.Y. price 68c.; OUR 300 boarders, and not more tran two to each customer, as these goods cannot be auplicated elsewhere for less than the hew York price, 98c., GUR 480

PRICE

American Lizard Focketbacks, N. r. price 22c.; OUR PRICE, ach
PRICE

PRICE, each

Sterling Silver BELT PINS, prottily enprice 22c.; OUR PRICE, ach
PRICE, each

100

Sterling Silver BELT PINS, prottily enprice 48c.; OUR PRICE, ach

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Sterling Silver BELT PINS, prottily enprice 48c.; OUR PRICE, ach

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Sterling Silver BELT PINS, prottilly enprice 48c.; OUR PRICE, ach 10-4 BLEACHED SHEETING. N. Y. 180 American Lizard Combination Books, Ster-6c. BEST LINING CAMBRICS for ... 31c Ing Silver corners; N. Y. pric : 590

UPHOLSTERY. .06 .09 .03 38-inch Striped Scrim 40-inch Striped Scrim 40-inch Striped Scrim..... 18-inch Eurzau Scrim Color Swiss Sash Muslin..... Swiss Sash Muslin Swiss Sash Muslin 100 pair Nottingham Curtains..... .98 125 pair Nottingham Cur-135 par No tingham Cur-80 pair Nottingham Cur-30 pair Nottingham Cur-tains 200 Window Shades. 200 Window Shades, fringed Chenille Portieres, with 3,25 2.49 door frieze and hand-3,75 2.98 Figured Chenille Portieres, 7.00 4.98 with heavy fringe Figured Chenille Portieres, with heavy fringe ..

-4 Crenille Table Covers. 6-4 Chenille Table Covers. 8-4 Chenille Table Covers. 2.75 1.98 6-4 Velour Table Covers... 3.00 1.98 6-4 Velour Table Covers... 5.00 3.98 Jule Tapestry, per yard... 50 5-8 All-Linen Iriah NAPKINS; N. 890 Y. price \$1.15, OUR PRICE..... Jule Tapestry, per yard... Silk Brocatelle..... Jate Tapestry, per yard... .50 .39 Silk Brocatelle........ 3.25 2.25 50-inch Silk Tapestry..... 2.50 2.98 50-inch Silk Tapestry..... 4.50 3.89 21x45 Smyrna Rugs..... 1.49 98

21x45 Smyrna Rugs..... 1.49 .98 26x50 Smyrna Rugs..... 1.69 1.39 30x60 Smyrna Rigs..... 2.34 36x72 Smyrna Rugs.... Large collection of TURKISH RUGS, fully from 6.98 to 175.00 each.

CHINA.

Vienna China DINNER SETS, 101 assorted decorations, N. T. 11.96 OO Decorated China FORM A90 500 Decorated China SALAD N. Y. price, 43c. OUR PRICE. 290 LISTERINE. N. Y. price 71c., OUR 58 250 White Forcelain Meat Dishes, 190 BUTTERMILK SCAP, N. T. pr ce 11c., 80 LEATHER ARTICLES.

Imerican Lizard-Colored Pigskin and . books-Extra Size Imported Colored Calf

Eastern Mink and Alaska Sable Animai NECK SCARPS, full length, 1.98 Infants' CARRIAGE ROBES of White Prairie Wolf, full size. N. Y. 1.29 Full Sweep CAPES, 25 in. long, of the

best quality Russian Lynx, large collar, satin lining, N.Y. price, 12.00.7.50 MILITARY SWEEP CAPE, of the fines:

quality Canada Seal, with Alaska Sable Collar and Edges down front, heavy brown satin lining; these Capes are 25 price \$29.50, OUR PRICE... 17.50 MOIRE ASTRACHAN AND WOOL SEAL SWEEP CAPES, the latter edged with Astrachan, large collars, 25 in. long. extra wide sweep; N. Y. price \$33.00, OUR PRICE... 19.75

1.000 SILK SCARFS AND HEAD-RESTS quality; N. Y. prices, 75c.; our 250 TURKISH EMBROIDERED CUSHION COV-ERS, GOBELIN CUSHIONS, with wide

silk frill and Japanese Mantel Draperies ; N. Y. price. \$2 50, 980 500 JAPANESE SILK EMBROIDERED LAMBREQUINS, all colors, full size; N. Y price \$4.50, our °... 1.98

75 Doz. HAND-PAINTED SILK SCARFS ; Y price, \$1.25; our 490

FANCY FEATHERS.

500 imported Fancy Feather EFFECTS in in Black, White and all the latest Color Ings. N. Y. price 48c., OUR 15 Y. price 75c., OUR PRICE . . . 290 Perfumery Specials.

10-Piece TOILET SETS, decorated in feather Dusters, gilt handles, flowers and gold. N. Y. price 2.98 N. Y. price 25c , OUR PRICE...... 130 Descrated Porcelain TEA CUPS and SEA SALT. 3-16 boxes, N. Y. price SAUCERS, M. Y. price 1.50 per 980 Chesebrough's best VASELINE, N. Y. 40 price 8c., OUR PRICE..... Best quality FLCRIDA WATER and BAY RUM. 8-oz. bottle, N. Y. price 200 TRIPLE EXTRACT. 4-oz. bottle, N. 25

NECKWEAR DEPT.

LLINERY.

6c. BEST LINING CAMBRICS for... 3 to see Felt HATS, small and large silk ribbon binding in all the stades; N. 1. price 17 to stades; N. 1.

The Main Floor of Our New 23d Street Building.

Ladies' fine VICI KID BUTTON BOOTS, on opera, Fhiladelphia and Broad Tee last, stylish in every particu-lar. N. Y. price 3.00; OUR \$1.45

Ladies' extra fine PARIS KID DRESS BOOTS, all the newest shapes in cloth

and kid too. N.Y. price 4.00; 2.23 Here's a lot of assorted styles of Ladies' FINE DRESS BOOTS, some Patent

Leather fine Kid Cloth Top and Kid Top LACE AND BUTTON, all latest styles. N. T. price 5.00; OUR 2.45 Misses' fine PARIS KID SEWED SPRING

HEEL BOOTS, for school wear, soli throughout, sizes 11 to 2. N. . . 1. price 2.00; OUR PRICE... 1.35 Boys' callskin LACE AND BUTTON SHOES, solid through ut, sizes 11 to 51, a first-class school shoe. N. 1.29 Men's fine calfskin LACE AND CONGRESS SHOES, assorted styles. N. 1.95 Y. price 3.00; OUR PRICE... 1.95

Boys' Clothing.

300 Boys' Double-Breasted Cheviot Suits and extra pants, sizes 4 to 15 years; New York price 34.25, our 2.98 1,000 pair fine finish Corduroy Pants, sizes 4 to 14 years; New York 59

Men's Half-Hose.

Men's Extra Quality Black Cotton Half-Hose, full regular made and double spliced heels and toes; guaran-teed absolutely stainless; N.

One lot of imported Fancy Feather SAMPLES INFANTS' WEAR One lot of Babies' All-Wool Reserve plain and fancy cloths, double-breasted round and sallor collars, 5 months to 5 years, N. Y. price, \$1 to \$1.75.

MISSES' JACKETS.

One lot of Children's Fine Reefer ackets, rolling collars, full sleeves and back, handsomely trimmed with fire Hercules braid, 6 to 14, N. Y. 75, price \$3.75, our price.

LADIES' UNDERWEAR.

CORSETS.

One lot of fine Coutil and Sateen Corseis, variety of makes and styles, including C. B. and R. & G., 18 to 2 inches; N. price 100 to 59

Men's Neckwear.

MEN'S SHIRTS.

NOTE .-- In addition to our already large staff of employees we will employ 1.200 extra attendants so as to insure prompt service. Deliveries will be made by our wagons, or by xpress, at our expense, to any point within 250 miles. Our patrons in Boston, Philadelphia. Chicago, and, in fact, any of the large cities can safely leave selections to us and can be assured of immediate attention. We will cheerfully send goods C. O. D., but strongly advise the payment of cash and the taking of parcels when not too bulky, as our delivery

MAIL ORDERS PROMPTLY FILLED SIXTH AVE. & 23d ST. | SIXTH AVE. & 23d ST. |